

receiving player identification information prior to at least a first of the players playing the card game wherein said identification information is used to identify additional information related to the first player for use in subsequent instances of the card game;

a' first playing a first instance of the card game in one of said tournaments, between the first player and a substantially electronic dealer module, wherein said game playing module is dealt a first sequence of said card representations;

second playing a second instance of the game between a second of the players and said dealer module, wherein said first and second card game instances overlap in time and wherein said module is dealt a second sequence of card representations for playing said second instance of the card game;

wherein said first and second sequences dealt to the dealer module have at least different card representations in at least one identical card representation position, in each of said first and second sequences.

5. (New) The method as claimed in Claim 1, wherein said game includes a card game for playing electronically, further including the steps of:

generating one or more card representations for playing the card game;

first playing a first instance of the card game in one of said tournaments between a first of the players and a dealer module, wherein the first player receives a first sequence of card representations;

second playing a second instance of the card game between a second of the players and the dealer module, wherein said first and second card game instances overlap in time, and wherein the second player receives a second sequence of card representations;

wherein, for an initial series of one or more plays by said first player using said first sequence, when said second player also initially plays said initial series of one or more identical plays using said second sequence, then for corresponding identical plays by said first and second players, their corresponding hands of card representations are identical.

6. (New) The method as claimed in Claim 1, wherein advertising related information is provided while playing the instances of said game on a communications network, further including the steps of:

performing the following substeps (A1) through (A3) for each of a plurality of the players:

- (A1) providing, in response to a request on the communications network by the player, access to an instance of the game for playing by the user, wherein the instance includes a plurality of player plays;
- (A2) transmitting one or more advertising related presentations to the player for presentation during a playing of the instance of the game, wherein for at least a duration of time between a pair of some of the player plays, a first of said one or more advertising related presentations is presented to the player, wherein said first advertising related presentation was not presented to the player during the instance of the game between a different pair of some two

of the player plays, and wherein for at least one of said advertising related presentations, (a) and (b) following hold:

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- (a) said at least one advertising related presentation has associated therewith network linking information identifying a corresponding one of a plurality of nodes connected to the communications network, said network linking information being identical for transmissions of said at least one advertising related presentation for at least most of the players; and
 - (b) said at least one advertising related presentation is capable of providing a responsive transmission for transmitting on the communications network, corresponding data related to one or more responses by the player to said at least one advertising related presentation;

providing advertising related information to a first advertiser for said at least one advertising related presentation, wherein said advertising related information is obtained using said corresponding data for said at least one advertising presentation.

7. (New) The method as claimed in Claim 1, wherein said game includes at least one of the following attributes:

- (a) an element of chance;
- (b) a total number of possible game plays is capable of being determined before playing the game; and

- (c) there is an opponent to at least one of the players.

8. (New) The method as claimed in Claim 1, wherein a presentation is provided to each of one or more of the players playing in one of said tournaments on a communications network, further including the steps of:

performing for each of the players, steps (A1) through (A3) following:

(A1) providing access to a network server node for allowing network access to a network service, wherein said network server node presents one or more interactive service presentations to each player: (a) during an activation of the network service from a network client node via the network, and (b) substantially asynchronously from most other players, said interactive service presentations providing interactive communications between the player and said network server node via the network;

(A2) presenting concurrently with the interactive service presentations at the network client node, a first advertising presentation for providing information related to one of a purchasable product and a purchasable service, wherein said first advertising presentation is transmitted during the activation of the network service, and said first advertising presentation is capable of being replaced by a different, second advertising presentation for presenting during the activation of the network service, and wherein at least one of said service presentations for presenting on the network client node is determined without regard to which one of said first and second advertising presentations are also transmitted to the player for concurrent presentation;

(A3) receiving data, via a communication on the network, indicative of an action by the player in response to said step of presenting; and

evaluating, using said data, an effectiveness of at least one of said first and second advertising presentations.

9. (New) The method as claimed in Claim 1, wherein one of said tournaments is played on a communications network, further including the steps of:

a/ receiving at a game playing node on the network, a contact by each of a plurality of players, via a corresponding node on the network for the player, for initiating a corresponding one of the game instances between the game playing node and the player's corresponding node, and at least some of said instances overlap in time;

transmitting game plays between said game playing node and a first of the players, for the corresponding instance of the game;

transmitting from the game playing node to the corresponding node of the first player, the ranking of a second of the players, wherein said ranking is indicative of a proficiency of the second player in playing the game, and said ranking is updated to present a change in said ranking while the first player is playing the game.

10. (New) The method as claimed in Claim 1, further including:

generating electronic game tokens for playing the game, said game tokens played in one or more instances of the game to affect outcomes of the one or more instances;

receiving player identification data prior to at least a first player playing one of the instances of the game, wherein said identification data is used to identify information related to the first player in subsequent instances of the game;

first playing a first instance of the game interactively with the first player and a substantially electronic game playing module, wherein said game playing module plays a first sequence of said game tokens;

second playing a second instance of the game interactively with a second player and said game playing module, wherein said first and second game instances overlap in time, and wherein said game playing module plays a second sequence of game tokens when playing said second instance of the game;

wherein said first and second sequences have at least different game tokens in at least one identical game token position, in each of said first and second sequences; and

presenting to the first player, during said first instance, an advertisement capable of changing to a different advertising presentation when the first player responds to said advertisement, wherein said change to said different advertising presentation does not change an availability to subsequently perform game plays of said first instance.

11. (New) The method as claimed in Claim 10, wherein one or more of:

(a) said token representations are useful for playing one or more of the following games: blackjack, poker, pia gow, craps, and roulette;

(b) said game tokens include token representations of one or more of: cards, and dice.

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12. (New) The method as claimed in Claim 1, wherein a presentation related to one of a product and a service is viewed while playing one of said game instances on a network, further including:

communicating with a server network node that provides network access to the game for playing using communications on said network;

playing one of said games using communications between a first player node and said server network node;

presenting a first presentation at said first player node, wherein said first presentation is presented between two plays of said one instance of the game and wherein said first presentation is capable of being replaced by a different second presentation without changing a play of said one instance;

detecting an action in response to said first presentation by a first of the players;

transmitting a data item indicative of said action to a second network node not contacted for the playing of the game with the first player;

conducting a network communication between the first player and the second network node, in response to said data item, for information related to the purchase of at least one of: a product and a service.

13. (New) The method as claimed in Claim 12, further including, in response to said step of detecting, a step of identifying a network address of the second network node without the first player inputting the network address.

14. (New) The method as claimed in Claim 1, wherein advertising is presented on the Internet during the playing of one of the tournaments, further including the steps of:

activating by an Internet accessible player node, available to a first of the players, an instance of an interactive service available at a first Internet accessible node via a first Internet connection;

first presenting a first presentation, via the Internet, to the first player at said player node, during Internet interactions between the first player and the service, wherein said first presentation identifies at least one of a purchasable product and a purchasable service; and wherein said first presentation is: unrequested by the player, and substantially unrelated to a performance of the service by the first player;

transmitting data, via an Internet communication, indicative of an action by the first player in response to said step of first presenting;

receiving, via the Internet, a second presentation for presenting to the first player, wherein said second presentation is determined using said data, said second presentation also identifying one of a purchasable product and a purchasable service; and

second presenting to the first player said second presentation during the first Internet connection.

15. (New) The method as claimed in Claim 1, wherein advertising related information is provided while playing one of said tournaments on a communications network, further including the steps of:

contacting a game playing network node by a first of the players at a player network node;

initiating one of the instances of the game by the first player at the player network node, wherein the instance includes a plurality of player plays;

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first receiving one or more advertising related presentations by the first player for presentation during a playing of the instance of the game, wherein for at least a duration of time between a pair of some of the first player plays, a first of said one or more advertising presentations is presented at the player network node, wherein said first advertising related presentation is not presented to the first player during the instance of the game between a different pair of some two of the first player plays, wherein at least one of said advertising related presentations is interactive and has network node identifying information for accessing an additional network node different from said game playing network node, said additional network node having an additional presentation responsive to a first player input to said at least one advertising related presentation;

transmitting for said at least one advertising related presentation, player response data to said additional network node, wherein said player response data is related to one or more responses by the first player to said at least one advertising related presentation;

second receiving by the player network node another advertising related presentation providing additional information about a product or service advertised in said at least one advertising related presentation.

16. (New) The method as claimed in Claim 1, wherein advertising is presented to the players on a network during one of the tournaments, further including:

for each of one or more of the players accessing the network, the following steps are performed:

first transmitting, from the player, a corresponding request for accessing a providing node of the network, said providing node provides at least a portion of the game, wherein said request has associated therewith a network address for identifying the providing node;

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first receiving, from the providing node via the network, said one or more interactive game presentations for presenting on at least a portion of a display of a player node by which the player accesses the network, and wherein said interactive game presentations are interactive, via the network, between the player and said providing node;

first presenting, by the player node, concurrently with at least one of the interactive game presentations, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is received via the network from some node of the network, and displayed on at least a portion of said display;

second presenting, by the player node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least some of said additional advertising presentations is:

(a) received via the network from said some node, and

(b) displayed on at least a portion of said display without the player providing an input that causes said additional advertising presentation to be displayed;

second transmitting, via the network, data indicative of an action by the player in response to one of said first and said additional advertising presentations, wherein said data is transmitted:

- (i) from said player node, and
- (ii) to a destination node of the network, said destination node identified at said player node by a destination network address used for transmitting said data;

second receiving, via the network, another presentation for presenting to the player at said player node, wherein said another presentation is responsive to said step of second transmitting.

17. (New) The method of Claim 16, wherein one or more of:

- (a) said step of second presenting includes periodically transmitting one of said additional advertising presentations to said network player node;
- (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;
- (c) at least a portion of said network used in one of said steps first and second receiving and first and second transmitting includes the Internet;
- (d) at least a portion of said network used in one of said steps of first and second receiving and first and second transmitting communicates using TCP/IP as a network protocol;

(e) said network providing node and said some network node are at a same Internet site;

(f) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the player is a response;

(g) said network address includes Internet addressing information for use in routing the request through the Internet to said network providing node;

(h) said step of second presenting includes presenting at least one of said additional advertising presentations concurrently with at least one of said interactive game presentations;

a1 (i) said destination network address is used by a hyperlink for accessing said destination network node;

(j) further including a step of third presenting said another presentation on said network player node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting;

(k) said destination network node is an Internet site for a sponsor of said advertising presentation to which said action by the player is responsive;

(l) said destination network node is an Internet site identical to one of: said network providing node, and said some network node.

18. (New) The method of Claim 16, wherein at least one of said steps of first and second presenting is in response to a communication: (a) from an Internet service provider

connecting the user to the network, and (b) to said some network node so that said some network node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the player node.

19. (New) The method as claimed in Claim 1, wherein advertising related information is provided while playing one of the tournaments on the Internet, further including the steps of:

contacting a game playing Internet site by a user at a user Internet station;

transmitting user identification information prior to the user playing an instance of the game, wherein said user identification information is used to identify additional personal information related to the user for use during at least one subsequent instance of the game;

initiating said at least one instance of the game by the user at the user Internet station, wherein said at least one instance includes a plurality of user plays;

first receiving, by the user, one or more advertising related presentations for presentation during a playing of said at least one instance of the game, wherein at least one of said advertising related presentations accesses Internet site identifying information for contacting an additional Internet site different from said game playing Internet site, said additional Internet site having an additional presentation responsive to input by the user to said at least one advertising related presentation;

transmitting, for said at least one advertising related presentation, user response data to said additional Internet site, wherein said user response data is indicative of one or more inputs by the user to said at least one advertising related presentation; and

second receiving, by the user Internet station, another advertising related presentation
w providing additional information about a product or service advertised in said at least one
advertising related presentation.

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A change of address notice for this application has been submitted to the U.S. Patent and Trademark Office.

Respectfully submitted,

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